

SEPTEMBER 15, 1937

# Maclean's

*Canada's National Magazine*

5¢  
a copy



In This Issue:

**Bill Hughes**

Famous Coach  
Discusses

**Canadian  
Football**

**Hope for the  
Cancer Patient**

By J. W. S. McCullough, M.D.

























































# Back to School in VIYELLA Brickbats & Bouquets



The little miss who sent the photo of her in a Viyella dress to the editor of this magazine is a young girl named Mary. She is a member of the Viyella Club, which is a group of girls who like to wear Viyella dresses. Mary is a member of the Viyella Club, which is a group of girls who like to wear Viyella dresses. Mary is a member of the Viyella Club, which is a group of girls who like to wear Viyella dresses.

**Viyella**  
washable and colorfast

**Young Misses' Club**  
The article "Young Misses' Club" from some great mail has just appeared in the current issue of the magazine. The article is about a group of girls who like to wear Viyella dresses. The article is about a group of girls who like to wear Viyella dresses. The article is about a group of girls who like to wear Viyella dresses.

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## THE FUR MASTERS

By ADAM MILLMAN  
author of "Hush at the Window"  
The "Fur Masters" series

A vivid, glowing view of nature and adventure in the wilds of the Great North. The story is about a group of people who are exploring the wilds of the Great North. The story is about a group of people who are exploring the wilds of the Great North.

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## Fall Fruits

By M. FRANCES HUCKS  
author of "The Children's Book"

A collection of stories about the fruits of the fall. The stories are about the fruits of the fall. The stories are about the fruits of the fall.

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**SEND FOR THIS NOONLET**  
A BUSINESS CAREER OFFERS YOU POSITION MONEY - SUCCESS

**SHOW BUSINESS SCHOOLS**  
Give you the Best Training

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# Butterscotch Pie!

## AND IT SURE IS GOOD!

FILLING MADE IN 5½ MINUTES THIS FANCY FREE WAY...

BUTTERSCOTCH



Enjoy this Appetite Coaxer  
FOR BREAKFAST

Shirriff's "Good Morning" Marmalade... an appetizing blend of orange, lemon and grapefruit. Shirriff's "Quick Cooking" preserves require only minutes instead of hours, so the flower honey, a chance to look away. Try Good Morning.

● Onto the table it comes. There's a breathless moment while you sink the knife through that fluffy, brown tipped meringue, down into the smooth, creamy richness of a real butterscotch filling. Then, as each member at the table tastes that irresistible, old-time butterscotch flavour their faces light up happily, and their eyes wander anxiously to what's left on the pie-plate. And that's the only trouble with a Fancy Free butterscotch pie—it just disappears—there's never any left for another meal! But that really needn't worry you. The amazingly true-flavoured filling is so

easy to make with Shirriff's Fancy Free dessert. Just 5½ minutes and it's ready to pop into the oven and brown the meringue.

You can make a grand variety of desserts, pies and torts with Fancy Free. It comes in three extra-rich and delicious flavours... Butterscotch, Caramel, Vanilla. Each has the famous Shirriff's "Flavour Bud" that seals the extra rich flavour in a sugar coating so that it remains full strength until you use it... Order a few packages of Shirriff's

Fancy Free from your grocer now... Serve it tomorrow—and often.

*Shirriff's*  
**"FANCY FREE" DESSERT**